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1983 DAILY NEWSPAPER READERSHIP DEMOGRAPHIC TABLES FOR TOTAL UNITED STATES, TOP 100 METROS and TOP 100 DMAs

Simmons Market Research Bureau

Newspaper Advertising Bureau, Inc., 485 Lexington Avenue, New York, New York 10017

CONTENTS

	Page		
HOW TO READ THESE TABLES	i		
TABLES:	Adults	Males	Females
Total population, by sex	1	1	1
Age	2	3	4
Education	5	6	7
Household Income	8	9	10
Employment Status	11	12	13
Occupation	14	15	16
Marital Status	17	18	19
Number of People in Household	20	21	22
Race	23	24	25
Census Region	26	27	28
Locality Type	29	30	31

HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the daily newspaper audience on an average weekday by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (54.2% of the total adult population); and the 100 largest Designated Market Areas (81.2% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population in thousands. For example, the first table (Total adults, by sex) shows that there are 164,927,000 adults in the United States.

The second column under "Total United States" shows that the average weekday audience of the daily newspaper is 109,363,000 adults, and that this represents 66% of the total adult population. In other words, this is the net reach of the daily newspaper on an average weekday, expressed as a number and a percent.

The third column headed "Gross Imp/GRP's" takes into account those adults who read more than one daily newspaper on a given day. The top figure in this column shows that on an average weekday the daily newspaper generates 131,199,000 gross impressions. The bottom figure shows that this is equivalent to 80 gross rating points (or impressions per 100 people). The GRP's for any number of weekdays can be determined by multiplying that number by the one-time figure. For example, the GRP's generated for total adults over any five weekdays is equal to 5 x 80, or 400 GRP's.

The source for all figures shown is the 1983 Study of Media and Markets by Simmons Market Research Bureau.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	164927	109363 66%	131199 80	89379	60131 67%	73639 82	133963	89774 67%	108577 81
MALES	78156	52933 68%	65186 83	42192	29287 69%	36890 87	63540	43603 69%	54216 85
FEMALES	86771	56430 65%	66013 76	47187	30844 65%	36749 78	70423	46171 66%	54361 77

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28686	16686 58%	19404 68	17657	10579 60%	12536 71	24152	14313 59%	16768 69
AGE 25-34	38660	23393 61%	27506 71	21459	13388 62%	16236 76	31437	19294 61%	22971 73
AGE 35-44	27652	19332 70%	23464 85	15309	10545 69%	13055 85	22817	16141 71%	19731 86
AGE 45-54	22514	16469 73%	19971 89	12665	9228 73%	11423 90	18658	13822 74%	16868 90
AGE 55-64	21892	16221 74%	20119 92	11125	8576 77%	10945 98	17059	12755 75%	15950 93
AGE 65+	25524	17261 68%	20735 81	11164	7814 70%	9444 85	19840	13450 68%	16290 82

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14060	8610	10315	8768	5685	6914	12041	7649	9233
		61%	73		65%	79		64%	77
AGE 25-34	19254	11775	14117	10480	6543	8117	15771	9846	11955
		61%	73		62%	77		62%	76
AGE 35-44	13432	9788	12136	7299	5259	6730	11179	8219	10366
		73%	90		72%	92		74%	93
AGE 45-54	10805	7847	9932	6150	4529	5858	8825	6557	8368
		73%	92		74%	95		74%	95
AGE 55-64	10127	7400	9467	4896	3739	4921	7672	5594	7199
		73%	93		76%	101		73%	94
AGE 65+	10479	7514	9218	4600	3532	4350	8053	5739	7095
		72%	88		77%	95		71%	88

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14625	8077	9089	8889	4895	5622	12111	6664	7535
		55%	62		55%	63		55%	62
AGE 25-34	19405	11618	13388	10980	6845	8118	15666	9448	11016
		60%	69		62%	74		60%	70
AGE 35-44	14220	9544	11328	8010	5286	6325	11637	7923	9365
		67%	80		66%	79		68%	80
AGE 45-54	11709	8622	10039	6515	4699	5566	9834	7265	8500
		74%	86		72%	85		74%	86
AGE 55-64	11766	8821	10652	6229	4837	6024	9388	7161	8751
		75%	91		78%	97		76%	93
AGE 65+	15045	9748	11517	6564	4282	5094	11787	7711	9195
		65%	77		65%	78		65%	78

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	46080	25062 54%	28377 62	21597	11451 53%	13241 61	35381	19140 54%	21953 62
HIGH SCHOOL GRADUATE	65755	44871 68%	53245 81	35053	24298 69%	29293 84	53582	36870 69%	43916 82
ONE TO THREE YEARS COLLEGE	27231	19383 71%	24121 89	16099	11573 72%	14752 92	22926	16532 72%	20805 91
COLLEGE GRADUATE	25861	20045 78%	25456 98	16630	12809 77%	16354 98	22074	17232 78%	21903 99

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	21527	11755	13478	10145	5431	6338	16667	8970	10420
		55%	63		54%	62		54%	63
HIGH SCHOOL GRADUATE	28580	19508	23626	14449	10209	12556	22742	15789	19171
		68%	83		71%	87		69%	84
ONE TO THREE YEARS COLLEGE	13231	9714	12534	7955	5934	7927	11415	8510	11181
		73%	95		75%	100		75%	98
COLLECE GRADUATE	14819	11955	15548	9644	7713	10069	12716	10334	13444
		81%	105		80%	104		81%	106

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	24553	13307	14899	11453	6020	6903	18714	10170	11534
		54%	61		53%	60		54%	62
HIGH SCHOOL GRADUATE	37175	25363	29619	20604	14089	16737	30840	21081	24746
		68%	80		68%	81		68%	80
ONE TO THREE YEARS COLLEGE	14000	9669	11587	8144	5639	6824	11511	8022	9623
		69%	83		69%	84		70%	84
COLLEGE GRADUATE	11042	8091	9908	6986	5096	6284	9358	6897	8459
		73%	90		73%	90		74%	90

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	39937	30864 77%	38841 97	26112	20175 77%	25820 99	35084	27248 78%	34531 98
$25,000-$34,999	29084	21230 73%	25995 89	16498	11624 70%	14394 87	23816	17374 73%	21340 90
$20,000-$24,999	19541	13489 69%	16286 83	9811	6705 68%	8189 83	15569	10772 69%	13120 84
$15,000-$19,999	17519	11155 64%	13072 75	8933	5708 64%	6800 76	13373	8448 63%	9925 74
$10,000-$14,999	25410	15357 60%	17706 70	12893	7920 61%	9346 72	20326	12414 61%	14427 71
UNDER $10,000	33437	17268 52%	19298 58	15132	7999 53%	9091 60	25794	13519 52%	15233 59

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	20416	16269 80%	21216 104	13412	10652 79%	14100 105	17755	14214 80%	18684 105
$25,000-$34,999	14996	11108 74%	13930 93	7972	5704 72%	7322 92	12143	9091 75%	11441 94
$20,000-$24,999	9539	6642 70%	8318 87	4801	3338 70%	4190 87	7673	5396 70%	6839 89
$15,000-$19,999	8711	5402 62%	6326 73	4343	2729 63%	3249 75	6722	4080 61%	4806 71
$10,000-$14,999	11440	6761 59%	7723 68	5852	3651 62%	4286 73	9103	5540 61%	6362 70
UNDER $10,000	13055	6751 52%	7673 59	5813	3212 55%	3744 64	10144	5283 52%	6083 60

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	19521	14594 75%	17625 90	12700	9523 75%	11720 92	17329	13034 75%	15847 91
$25,000-$34,999	14088	10122 72%	12066 86	8526	5920 69%	7072 83	11674	8283 71%	9899 85
$20,000-$24,999	10002	6847 68%	7968 80	5010	3367 67%	3999 80	7896	5376 68%	6281 80
$15,000-$19,999	8808	5753 65%	6746 77	4591	2979 65%	3551 77	6651	4368 66%	5119 77
$10,000-$14,999	13970	8597 62%	9983 71	7041	4269 61%	5060 72	11223	6874 61%	8065 72
UNDER $10,000	20382	10517 52%	11625 57	9319	4787 51%	5346 57	15650	8236 53%	9150 58

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	96061	65548 68%	79783 83	54247	37428 69%	46619 86	79227	54733 69%	67137 85
FULL TIME	82854	56620 68%	68998 83	46529	32227 69%	40122 86	68322	47246 69%	58020 85
PART TIME	13207	8928 68%	10785 82	7717	5201 67%	6497 84	10904	7487 69%	9117 84
NOT EMPLOYED	68866	43815 64%	51416 75	35132	22703 65%	27020 77	54736	35041 64%	41440 76

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	54185	37489	46776	29959	21211	27122	44405	31304	39429
		69%	86		71%	91		70%	89
FULL TIME	50248	34785	43347	27481	19396	24776	40999	28867	36327
		69%	86		71%	90		70%	89
PART TIME	3936	2704	3429	2478	1815	2346	3406	2438	3102
		69%	87		73%	95		72%	91
NOT EMPLOYED	23972	15444	18410	12233	8076	9768	19135	12299	14787
		64%	77		66%	80		64%	77

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	41876	28059	33007	24287	16217	19497	34821	23429	27708
		67%	79		67%	80		67%	80
FULL TIME	32606	21835	25651	19048	12831	15345	27323	18379	21693
		67%	79		67%	81		67%	79
PART TIME	9270	6224	7356	5239	3386	4152	7498	5049	6015
		67%	79		65%	79		67%	80
NOT EMPLOYED	44894	28371	33006	22900	14627	17252	35601	22742	26653
		63%	74		64%	75		64%	75

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	27537	20609	26168	17264	12822	16631	23563	17820	22833
		75%	95		74%	96		76%	97
CLERICAL, SALES	26625	19239	23437	15565	11298	13858	22320	16202	19841
		72%	88		73%	89		73%	89
CRAFTSMEN, FOREMEN	12051	7560	8717	6521	4157	4970	10047	6314	7316
		63%	72		64%	76		63%	73
OTHER EMPLOYED	29848	18140	21462	14896	9152	11160	23296	14397	17147
		61%	72		61%	75		62%	74

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	16027	12402 77%	16282 102	10290	7859 76%	10504 102	13806	10779 78%	14277 103
CLERICAL, SALES	9122	7109 78%	9317 102	5038	4018 80%	5291 105	7613	6009 79%	7914 104
CRAFTSMEN, FOREMEN	11108	7009 63%	8074 73	5876	3766 64%	4529 77	9189	5839 64%	6780 74
OTHER EMPLOYED	17927	10969 61%	13102 73	8756	5569 64%	6799 78	13798	8677 63%	10458 76

SOURCE: 1983 SMRB SMM

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	11510	8207 71%	9886 86	6974	4963 71%	6127 88	9758	7041 72%	8556 88
CLERICAL, SALES	17503	12131 69%	14120 81	10528	7280 69%	8568 81	14707	10193 69%	11927 81
OTHER EMPLOYED	12864	7722 60%	9002 70	6785	3975 59%	4802 71	10357	6195 60%	7225 70

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	33926	21262	25545	21986	13981	17119	29376	18583	22414
		63%	76		64%	78		63%	76
MARRIED	102816	71012	85393	51997	36889	45212	81586	57084	69277
		69%	83		71%	87		70%	85
WIDOWED, DIVORCED, SEPARATED	28285	17089	20261	15396	9261	11308	23001	14107	16886
		60%	72		60%	73		61%	73

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	18840	12340 65%	15163 80	12406	8257 67%	10343 83	16546	10901 66%	13460 81
MARRIED	51415	35846 70%	44041 86	25231	18257 72%	22855 91	40482	28675 71%	35618 88
WIDOWED, DIVORCED, SEPARATED	7902	4746 60%	5982 76	4556	2772 61%	3693 81	6512	4027 62%	5137 79

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	14986	8922 60%	10382 69	9581	5724 60%	6777 71	12831	7682 60%	8954 70
MARRIED	51401	35166 68%	41353 80	26766	18632 70%	22357 84	41103	28409 69%	33659 82
WIDOWED, DIVORCED, SEPARATED	20383	12343 61%	14279 70	10839	6489 60%	7615 70	16489	10080 61%	11749 71

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	71176	46936	56426	36688	24708	30091	56835	37696	45553
		66%	79		67%	82		66%	80
THREE OR FOUR PEOPLE IN HOUSEHOLD	63976	43001	51534	35364	24120	29726	52447	35850	43440
		67%	81		68%	84		68%	83
FIVE OR MORE PEOPLE IN HOUSEHOLD	29775	19426	23238	17327	11303	13825	24681	16228	19584
		65%	78		65%	80		66%	79

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	32346	21581 67%	26666 82	17016	11707 69%	14710 86	26082	17499 67%	21807 84
THREE OR FOUR PEOPLE IN HOUSEHOLD	31130	21442 69%	26195 84	16944	11900 70%	14820 87	25191	17688 70%	21758 86
FIVE OR MORE PEOPLE IN HOUSEHOLD	14680	9909 68%	12325 84	8232	5680 69%	7361 89	12267	8417 69%	10650 87

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	38830	25355 65%	29760 77	19672	13001 66%	15382 78	30753	20198 66%	23746 77
THREE OR FOUR PEOPLE IN HOUSEHOLD	32845	21559 66%	25339 77	18420	12221 66%	14903 81	27256	18161 67%	21682 80
FIVE OR MORE PEOPLE IN HOUSEHOLD	15095	9517 63%	10914 72	9095	5623 62%	6464 71	12414	7812 63%	8934 72

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	143976	97079	116888	75193	51666	63541	116311	79347	96257
		67%	81		69%	85		68%	83
BLACK	17832	10650	12470	11764	7120	8550	14827	8917	10604
		60%	70		61%	73		60%	72
OTHER	3119	1634	1840	2422	1346	1548	2825	1510	1716
		52%	59		56%	64		53%	61

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	68708	47209	58470	35727	25213	32049	55514	38635	48313
		69%	85		71%	90		70%	87
BLACK	7899	4689	5565	5219	3179	3831	6621	3985	4802
		59%	70		61%	73		60%	73
OTHER	1550	1034	1151	1246	896	1011	1406	984	1100
		67%	74		72%	81		70%	78

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	75268	49870	58418	39465	26453	31492	60797	40712	47944
		66%	78		67%	80		67%	79
BLACK	9934	5961	6905	6545	3941	4720	8206	4933	5802
		60%	70		60%	72		60%	71
OTHER	1569	599	689	1177	450	537	1420	526	616
		38%	44		38%	46		37%	43

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	36530	28427 78%	36732 101	23090	18333 79%	24223 105	33544	26381 79%	34139 102
NORTH CENTRAL	41959	28678 68%	34563 82	21515	14628 68%	17857 83	29640	20257 68%	24798 84
SOUTH	55918	33251 59%	37469 67	23732	14199 60%	16251 68	45333	27552 61%	31182 69
WEST	30520	19007 62%	22435 74	21042	12972 62%	15309 73	25446	15584 61%	18457 73

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	17162	13641 79%	18377 107	10751	8706 81%	12055 11	15723	12626 80%	17036 108
NORTH CENTRAL	20009	13799 69%	16925 85	10350	7127 69%	8867 86	14214	9771 69%	12237 86
SOUTH	26220	15679 60%	18005 69	10977	6660 61%	7765 71	21400	13164 62%	15206 71
WEST	14766	9814 66%	11879 80	10114	6794 67%	8203 81	12203	8042 66%	9737 80

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	19368	14786 76%	18355 95	12339	9627 78%	12167 99	17821	13755 77%	17103 96
NORTH CENTRAL	21950	14879 68%	17638 80	11166	7501 67%	8989 81	15425	10486 68%	12561 81
SOUTH	29698	17572 59%	19464 66	12755	7539 59%	8486 67	23933	14388 60%	15976 67
WEST	15754	9193 58%	10556 67	10927	6178 57%	7106 65	13243	7542 57%	8722 66

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(TOTAL ADULTS . LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	49257	33280	39344	37189	24638	29671	43400	29205	34701
		68%	80		66%	80		67%	80
SUBURBAN	75633	52463	64258	51127	35000	43475	70184	48754	59983
		69%	85		68%	85		69%	85
NON-METROPOLITAN	40037	23620	27547	1063*	494*	494*	20380	11815	13894
		59%	69		46%	46		58%	68

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	22886	15941 70%	19093 83	17175	11852 69%	14382 84	20092	14036 70%	16825 84
SUBURBAN	36530	26112 71%	33169 91	24597	17232 70%	22305 91	33835	24165 71%	30824 91
NON-METROPOLITAN	18741	10880 58%	12925 69	420**	203** 48%	203** 48	9613	5402 56%	6567 68

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	26371	17339	20251	20014	12786	15289	23308	15170	17876
		66%	77		64%	76		65%	77
SUBURBAN	39103	26351	31089	26530	17768	21170	36348	24588	29158
		67%	80		67%	80		68%	80
NON-METROPOLITAN	21296	12740	14673	643**	290**	290**	10767	6413	7327
		60%	69		45%	45		60%	68

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.